



LET'S
WALK TO
SCHOOL



WALK TO SCHOOL

with Living Streets.

BIG CHANGE IS AFOOT.
Join one million
children nationwide.

The journey begins now.



Help us



CREATE A WALKING NATION

We are Living Streets, the UK charity for everyday walking and we've got a big ambition: every child that can, walks to school.

A generation ago, 70% of us walked to school – now it's less than half. We want to reverse this decline and we need your help.

Join us, thousands of schools and around one million pupils across the UK to make walking the natural choice and part of every child's daily routine.

Two great reasons to join in

HEALTHIER, HAPPIER CHILDREN

LESS CONGESTION AT SCHOOL GATES

We're facing some BIG CHALLENGES...

One in five cars on the road during morning rush hour are taking children to school.¹



**CONGESTION
AIR POLLUTION
CARBON EMISSIONS**

79%

84%

79% of boys and 84% of girls fail to meet the minimum daily recommendation of exercise.²

One in three children leave primary school either overweight or obese.³



Let's swap those school runs for school walks

Children should get 60 minutes of physical activity a day.⁴ Walking to school goes a long way to achieving this goal. Children who do some form of exercise, especially a walk before school:

- Arrive fit, refreshed and ready to learn.⁵
- Do better in class.⁵
- Are happier, healthier and more independent.^{6,7}

LET'S MAKE WALKING PART OF OUR FUTURE.

WOW

the year-round walk to school challenge



PRIMARY Schools

WALK your way to LASTING CHANGE




The best way to make a difference is to sign up to WOW – our year-round walk to school challenge for primary schools. Pupils who walk to school at least once a week are rewarded with a monthly badge, helping build healthy habits for a lifetime.



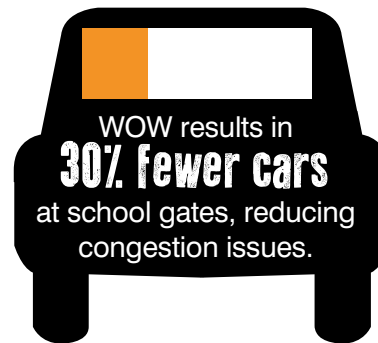
Last year, we encouraged over one million children in 4,000 schools to walk more.

BIG RESULTS from little steps

23% more children walk after one year of taking part.⁸ 



For every £1 spent, WOW is proven to deliver health and transport benefits worth £4.17* to the wider community.⁹



WOW results in **30% fewer cars** at school gates, reducing congestion issues.

AT LESS THAN £1.50 PER PUPIL, PER YEAR, it's a simple and cost-effective way of getting children walking to school.

How WOW works

The basics

1. Children who walk to school at least once a week are rewarded with a monthly badge.



2. Each year, there are 11 badges to collect, which are designed by pupils in our annual competition and are made in the UK from recycled yoghurt pot material.

3. Daily journeys are logged by pupils on our interactive Travel Tracker.



4. Travel Tracker offers valuable insight into journey data at both the school and Local Authority / Academy Trust level.

5. Each month's badge topic is supported by free curriculum-aligned classroom resources.



6. WOW has a different theme each academic year – watch out for our badge design competition which launches every January.

ONE YEAR, 11 BADGES TO COLLECT.

That's at least 11 good reasons to walk, and lots of happy walkers.

- Takes just a few minutes to run in the classroom each day
- Supports school travel plans
- Directly supports Modeshift STARS accreditation
- Pupils love taking part





More ways to **GET INVOLVED**

TAKE A FIVE-DAY WALKING CHALLENGE

Our five-day walking challenges are designed to offer primary and secondary school pupils a burst of walking activity. These can be used to kick-start WOW or as a celebration of walking at other points of the year.

PRIMARY Schools

Our classroom activity packs have a different theme each year and contain:

- A series of fun challenges for pupils to complete across a week
- Wallcharts to track pupils' walking and give them an engaging and visual incentive to walk
- Incentives to reward pupils at the end of the week

The challenge is run on a class basis and resource packs are available for KS1/P1-4 and KS2/P5-7.



SECONDARY Schools

Secondary schools can take part in Living Streets' **Free Your Feet challenge**, which encourages students to walk to school every day for a week. By way of encouragement, all students who participate are in with a chance to win a shopping voucher.

These walking challenges can be run at any point during the year, although we think Living Streets' Walk to School Week, held each May, is the perfect time to do it!



Fundraising with

happy SHOESDAY

Each year during Walk to School Week in May, we encourage schools across the UK to take part in Happy Shoesday, our one-day fundraising event.

On Happy Shoesday we ask children and staff to wear their happiest shoes to school and donate £1 to Living Streets. It's a lot of fun and a great chance to get people talking and thinking about walking.



THAT £1 CAN REALLY MAKE A DIFFERENCE

Happy Shoesday donations enable Living Streets to continue its work running Walk to School challenges, whilst also raising much needed funds to support our work across the UK, tackling issues such as air pollution, road safety, isolation and health problems.

To run Happy Shoesday in your area, get in touch via the details overleaf to order your resources.





FOR FURTHER INFORMATION

**PLEASE CONTACT THE LIVING STREETS TEAM.
WE'D LOVE TO HEAR FROM YOU.**

**www.livingstreets.org.uk/walktoschool
orders@livingstreets.org.uk
020 7377 4900**

**Living Streets,
4th Floor, Universal House,
88-94 Wentworth Street,
London E1 7SA.**



- 1 Department for Transport. (2011). *National Travel Survey: 2010*.
- 2 Health and Social Care Information Centre. (2013). *Health Survey for England – 2012 [NS]*.
- 3 Public Health England. (2016). *Patterns and trends in childhood obesity: A presentation of the latest data on child obesity*.
- 4 Department of Health. (2011). *Start active, stay active: A report on physical activity for health from the four home countries' Chief Medical Officers*.
- 5 Rauner R *et al.* (2013). Evidence that aerobic fitness is more salient than weight status in predicting standardized math and reading outcomes in fourth- through eighth-grade students. *The Journal of Pediatrics*, 163(2):344-8.
- 6 NHS Choices. (2015). *Benefits of exercise*. [online] Available at: www.nhs.uk/Livewell/fitness/Pages/Whybeactive.aspx [Accessed 2 Jun, 2016].
- 7 Fyhri A & Hjorthol R. (2009). Children's independent mobility to school, friends and leisure activities. *Journal of Transport Geography*, 17(5):377-384.
- 8 Internal monitoring of the LSTF Walk to School Outreach programme. Based on Living Streets coordinator supported WoW.
- 9 Capita. (2015). *Living Streets Walk to School Outreach Programme: Economic Appraisal. Report commissioned by Living Streets*.

This booklet is produced with vegetable-based inks and paper from responsibly managed forests and recycled fibre.



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